

Making “Friends” With Today’s  
Volunteers!

# How Are Boomer Volunteers Different from Senior Volunteers?

More physical ability than previous generations; 4 of 5 expect to work past 65 -- 50 is the new 30!!

View retirement very differently -- see second half of life as a source of social and individual renewal, not as a time to just rest and relax

Think some of their most important contributions lie ahead ("patron saint" is Jimmy Carter)

Not simply extending the years of working and volunteering -- looking to add deeper meaning

Different perception of aging -- don't call us "Seniors" "Retirees" "Elderly" "Older Adults!"

# Attracting new volunteers

Offer **flexibility** and a **wide variety of options**.

Engage their **skills and expertise**

Show them **impact on mission** -- how will their work **make a difference?**

Provide **clear expectations** of time, tasks and training.

Beyond volunteer management -- **engagement in meaningful ways.**



# What Do These Differences Mean to Friends Groups?

Volunteer opportunities become more finite.

Project oriented instead of schedule oriented.

Task forces instead of committees.

More sophisticated opportunities to take advantage of skill sets.

Remote/Virtual volunteer opportunities.



Meetings!!

# The Leadership Team

While it's true that the majority of today's volunteers do not want to sit in meetings, you will find those who will love the opportunity to be a part of a planning team where the agenda spells action, not reports!

# Re-Imagine your Friends' Board: Become an Executive Leadership Team!



# Developing a Leadership Team



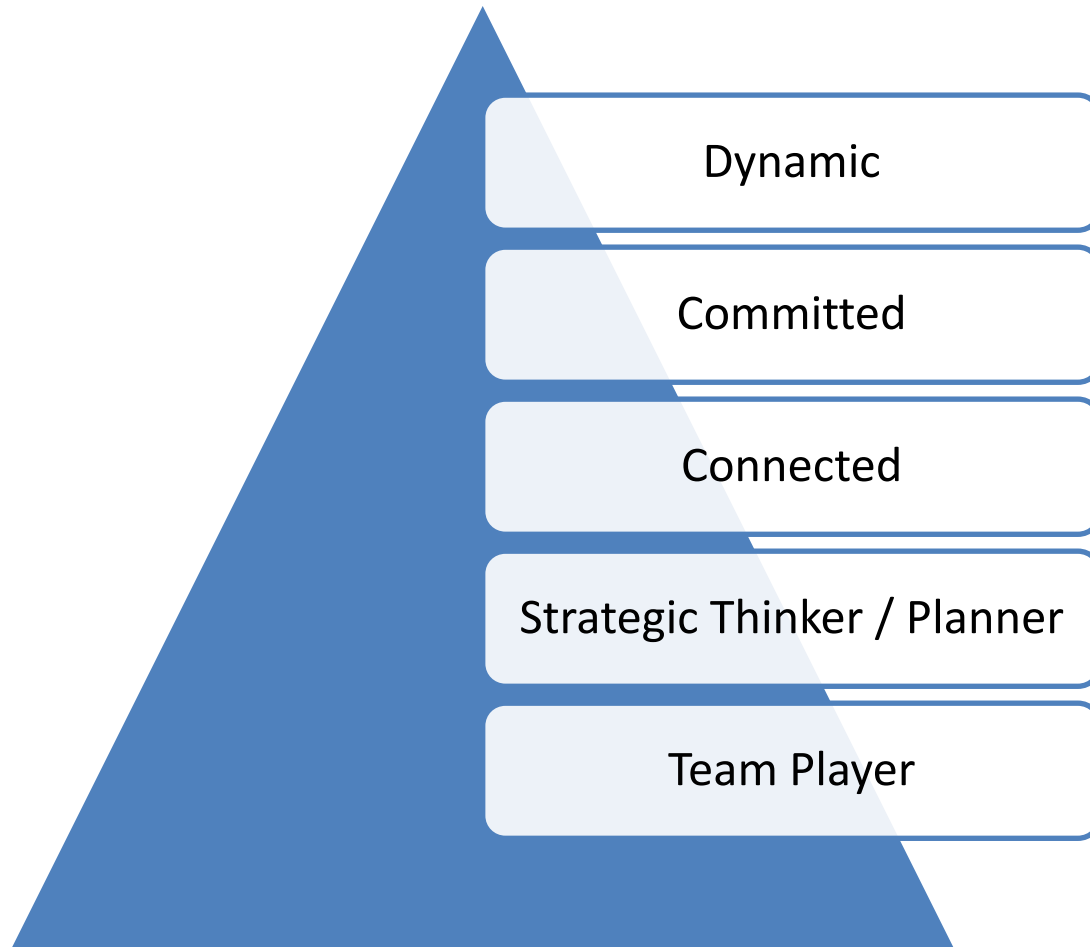
Start with the existing board to determine how your Leadership Team will work:




- Annual Planning
- Volunteer Job Description Development
- Continuous Recruitment
- Task Force Liaisons
- Evaluation, Modification, Annual Planning!



# Desired Qualities for Leadership Team Member



# Job Requirements for Leadership Team Leader



Meet four to six times per year

Plan events, projects, initiatives for the coming fiscal year.

Develop job descriptions for each project leader.

Recruit project leaders for each event and project.

Monitor (via phone ,digital media, in person) progress of project teams.

# Targeted Recruitment

Based on Position  
Description

Not every warm body  
fits every position

Assess Skills/Interests  
and make a good fit

Don't be limited to  
who you know -- work  
together

Better to have vacancy  
than wrong volunteer



# Getting Started for the New Year





# Determine what you need to accomplish most



Book sale



Membership Drive



Newsletter



Bingo Night

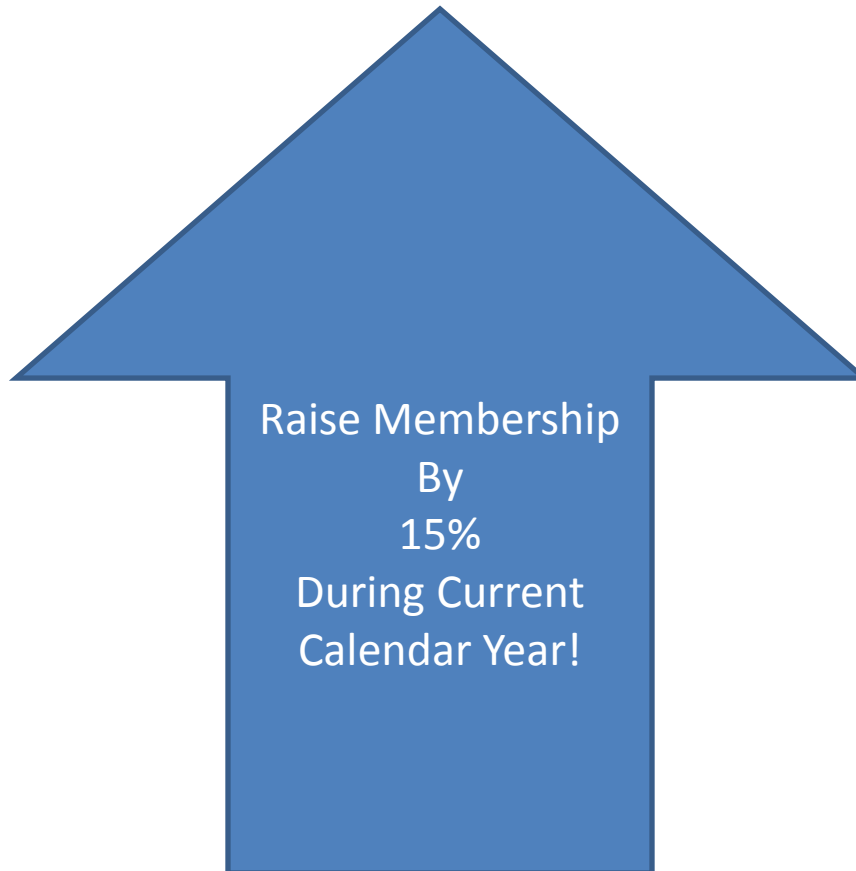


Traditional Author Event



# Anatomy of a Project Team – Membership Drive!

First: Set Your Goal!



# Recommend ways to reach non-members

Utility bill

Newspaper articles  
(especially during  
National Friends of  
Libraries Week!)

Each one reach  
one campaign

Digital media –  
facebook, twitter,  
website, email  
trees

Special  
Membership Drive  
Event

National Friends of  
Libraries Week

# Anatomy of a Project Team – Membership Drive, cont.

Determine what resources will be available for this initiative

Decide what qualities and experience will be needed for project leader

Develop position description for Membership Drive Team Leader

Assign liaison for the Membership Drive Team Leader to oversee and monitor progress and to provide support



# What You Want in the Team Leader



# Writing the Job Description

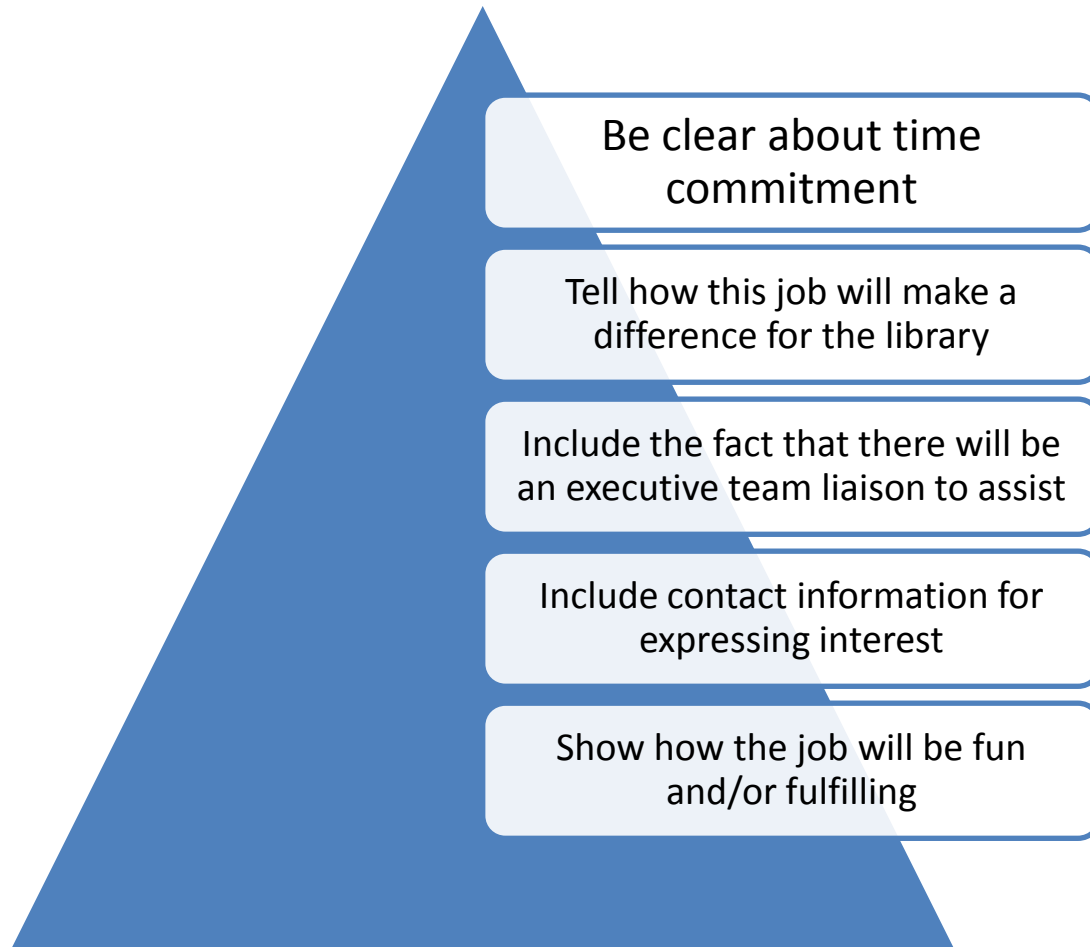
How much time will be required – in all, every week, throughout the year

What is the deadline for this project

What are the qualities the project director needs

What special skills or abilities

# Developing An Ad for the Volunteer Position



# Recruit Membership Team Leader

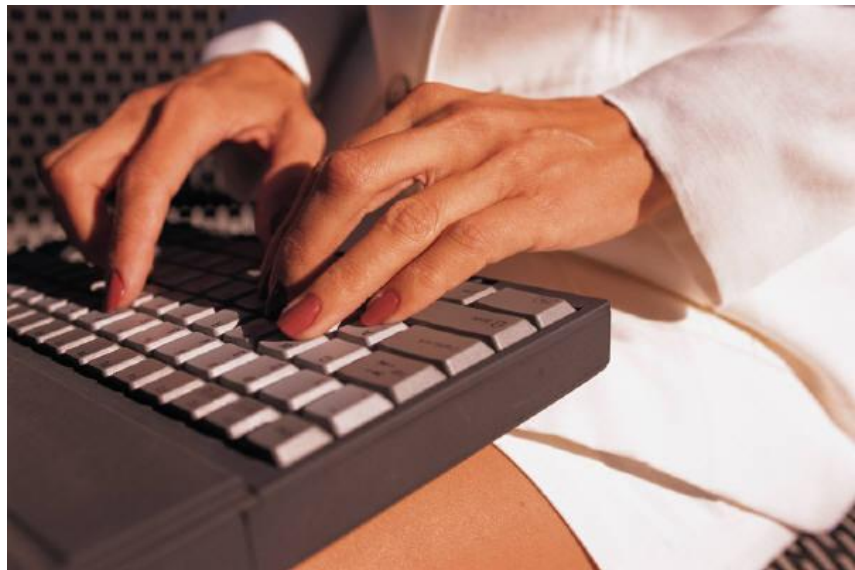


# Recruit Team in Online Environment!

Online Recruitment – on your website and online recruitment sites

Virtual Volunteering -- volunteer completes service online

Open volunteer recruitment and service opportunities to people with disabilities



# Recruit Team – The Old Fashioned Way !



Call friends and neighbors

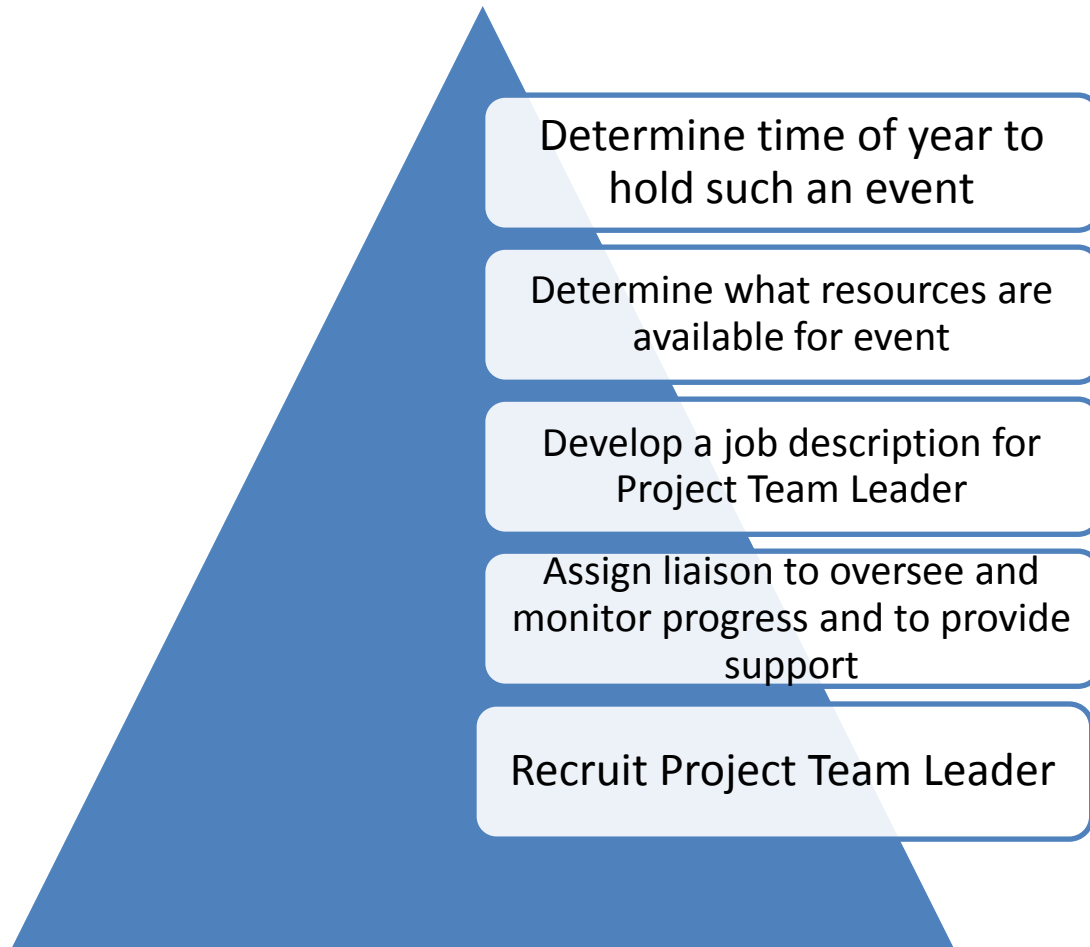


Target members in your other groups



Place announcements all around

# Anatomy of a Project Team – Author Fundraising Event



## Break the job into discreet, manageable tasks

- Find and confirm author
- Find and confirm venue
- Determine pricing
- Order books for signing or partner with local bookstore
- Determine marketing strategy
- Develop on-site task force to take tickets, provide refreshments, host, clean-up
- Keep executive liaison in the loop



# Important Tips!



Evaluate success and weakness of every project for continuous improvement.

Assign an Executive Team Leader as a liaison to project leaders to provide continuous support and to answer questions.

Get contact information for EVERYONE who is involved in any project and keep a database.

Ask those who shine if they would like to be involved in another project or work on the same project next year.

Don't rule out college kids, high school students, Gen Xers and Ys as potential volunteers !

# The Most Important Tip of All!

